

# DigiMedia 2012 Rubric & Judging Guideline

## INTRODUCTION PAGE – 10 points

*Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points*

- Includes pre-planning evidence, such as a storyboard, outline/mind map, team log or other type of visual planning document\*
- Clearly states its purpose, intended audience, and compelling impact objectives
- Describes how the creator(s) embraced/ tackled challenges, what they learned from any difficulties during the process, and how they might approach future projects based on what they have learned

## DIGIMEDIA ENTRY PAGE (80 points total)

### • Engaging, Original & Quality Content – 40 points

*Excellent = 40 points, Good = 32 points, Satisfactory = 24 points, Fair= 16 points, Poor = 8 points*

- ALL content is original or from a free use resource – e.g., Creative Commons (If copyright material or Fair Use\*\* is used entry is DISQUALIFIED)
- Concept/content is insightful
- Concept/content compels the viewer's interest in the theme/purpose/outcome
- All creative elements are cited so the viewer can easily tell that they are original or from a free use resource
- Participants did not use or rely on Fair Use rules
- The use of composition, scripting, acting, pacing, and transitions is thought provoking and provides understanding of the purpose/theme
- The intrinsic value of the video compels the viewer to react according to the purpose and objectives

### • Quality Video & Audio – 40 points

*Excellent = 40 points, Good = 32 points, Satisfactory = 24 points, Fair= 16 points, Poor = 8 points*

- Video camera techniques (filming, special effects, mood, lighting, motion, angles, etc.) are well planned and executed to emphasize purpose/theme
- Audio is clear and even (doesn't vary between too loud or too soft) **without background noise**; audio is synched with the video. All audio is well planned and executed and adds to the impact or purpose/theme
- The combined audio/video works well together to enhance the video's timing/pace/impact of the overall message
- **The combined audio/video provide strong evidence that planning and storyboarding occurred**; i.e., there is a clear beginning, middle, end along with appropriate timing, pacing, and transitions to emphasize the purpose/theme

## DIGITAL CITIZENSHIP & ETHICAL PRACTICE PAGE– 10 points

*Excellent = 10 points, Good = 8 points, Satisfactory = 6 points, Fair = 4 points, Poor = 2 points*

Reference/Citation/Credits on the Reference page of the DigiMedia template

- Citations are in a format easily understood; **for free use resources, citations follow the free use resource rules for citation**
- **Citation and active links** to the resource are provided for any free use resources (e.g. Creative Commons)
- Credits are provided for all participants; **NOTE: follow Rules with a parental agreement for last names**
- Permission is provided if applicable (use of copyright or Fair Use = DISQUALIFICATION)

**\*NOTE: Pre-planning:** Pre-planning steps include topic choice, a purpose statement, an intended audience, objectives (what the creators want the viewer to know/feel/ or do), and a sequence of the types of scenes/shots that will help achieve the goal. (See Resources for planning tools and types of examples)

**\*\*NOTE: Fair Use Restriction:** Fair Use applies to using a certain amount of copyright information for educational purposes; for DigiMedia Fair Use is not allowed as all material should be original or from a free resource such as Creative Commons. (See Rules for DigiMedia)